

## Innovative Igloo - Privacy Policy

*Last Updated: 08/12/23*

### Introduction

Innovative Igloo Ltd, a printing and digital marketing company, is committed to protecting the privacy and security of user information. This Privacy Policy outlines how we collect, use, disclose, and manage personal data in accordance with relevant data protection laws (GDPR).

### Information We Collect

We collect personal information, such as names, contact details, and preferences, to provide printing and digital marketing services. This information is obtained through user interactions, including website visits, forms, and communication.

### How We Use Your Information

Collected information is used to deliver, enhance, and personalise our printing and digital marketing services. Personal data is processed for specific and legitimate purposes, with user consent where required.

### Data Security

We employ stringent security measures to protect personal information from unauthorised access, disclosure, alteration, and destruction. Regular monitoring and updates ensure the highest standards of security.

**Personal data refers to any information that can identify an individual, excluding anonymised data. We may process specific types of personal data about you as outlined below:**

- ▶ **Identity Details:** This category may encompass your first name, maiden name, last name, username, marital status, title, date of birth, and gender.
- ▶ **Contact Details:** This may include data such as your billing address, delivery address, email address, and telephone numbers.
- ▶ **Financial Details:** This category covers information related to your bank account and payment details.
- ▶ **Transaction Details:** This includes specifics about payments between us and additional data regarding purchases made by you.
- ▶ **Technical Details:** This may include your login data, internet protocol (IP) addresses, browser type and version, browser plug-in types and versions, time zone settings and location, operating system and platform, and other technological information from the devices you use to access this site.
- ▶ **Profile Data:** This involves your username and password, purchase or order history, your interests, preferences, feedback, and responses to surveys.
- ▶ **Usage Data:** Information about how you utilise our website, products, and services.
- ▶ **Marketing and Communications Data:** This encompasses your preferences for receiving marketing communications from us and our third parties, as well as your communication preferences.

#### **Additionally:**

- ▶ **Sensitive Data:** We do not collect any sensitive data, which includes information about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, health-related details, and genetic or biometric data.
- ▶ **Criminal Convictions and Offences:** We do not collect any information about criminal convictions and offences.

#### **Information Sharing**

Personal information is not sold, traded, or transferred to third parties without user consent, except for service providers involved in delivering our services, who adhere to confidentiality agreements.

#### **Cookies and Tracking Technologies**

Our website may use cookies and tracking technologies to improve user experience. Users can manage cookie preferences through browser settings. For detailed information, refer to our Cookies Policy.

#### **Third-Party Links**

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites. Users should review the privacy policies of linked websites.

#### **Marketing Communications**

Users who opt in may receive marketing communications. Opt-out mechanisms are provided for users to unsubscribe from these communications at any time.

#### **Data Subject Rights**

Users have the right to access, rectify, erase, or restrict the processing of their personal data. Requests to exercise these rights or any privacy-related inquiries can be directed to [info@innovativeigloo.com](mailto:info@innovativeigloo.com).

#### **Updates to the Privacy Policy**

This Privacy Policy may be revised periodically to reflect changes in legislation, technology, or business practices. Users will be notified of significant changes, and the updated policy will be posted on our website.

#### **Contact Information**

For comments, questions, or concerns regarding this Privacy Policy, please contact us on [info@innovativeigloo.com](mailto:info@innovativeigloo.com).

Effective Date:08/12/23

Innovative Igloo Ltd